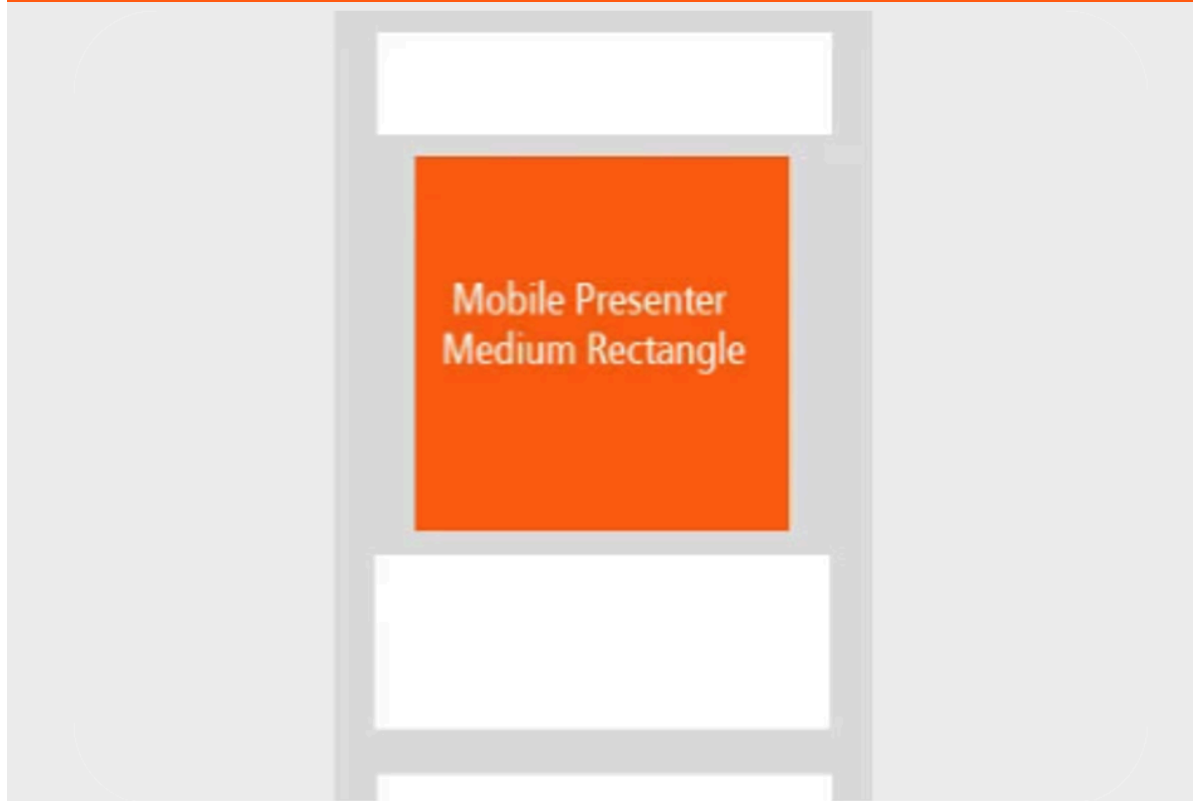


Mobile Presenter Medium Rectangle



Description

The Mobile Presenter Medium Rectangle is delivered on the Presenter placement and scrolls with the content. In contrast to the Mobile Medium Rectangle, the Mobile Presenter Medium Rectangle is visible in the direct viewport upon opening the page.

Dimensions

Mobile Presenter Medium Rectangle: 300 x 250 pixels

File Weight

- **.gif / .jpg / .png:** 50 KB
- **HTML5 als IFRAME Redirect:** 125 KB initial (incl. Tracking) + 250 KB Subload (incl. Tracking)
(see also information on format guidelines for general file weights in the [overall specifications](#))

Delivery

- **Physical delivery:** Image file format .gif, .jpeg, .png or HTML5 or
- **Delivery per redirect:** Iframe-Redirect or Javascript-Redirect
- HTML5 advertising material must be delivered as an iFrame redirect. The physical delivery of an HTML5 advertising medium is currently not feasible for technical reasons. When delivering, please note that 3rd party counting pixels and click commands must already be integrated into the HTML during creation.

Note:

- all trackings or redirects must be 100% SSL-compliant. All advertising tags/trackings used by us must include the GDPR macros in accordance with TCF v2.0, and all vendors used must be registered with the IAB's Transparency and Consent Framework (TCF) v2.0.
- All ad tags/trackings to be used by us must contain the GDPR macros according to TCF v2.0 and all vendors used must be registered in the TCF v2.0 (Transparency and Consent Framework) of the IABDelivery
- **Please note:** Mobile sticky formats must generally be delivered without any transparent elements. If a special implementation requires transparency, this must be discussed in advance.

Overall Ströer specifications and tracking guidelines

- [Ströer technical global specifications](#)
- [Ströer Tracking Guidelines](#)
- [Technical specifications for physical HTML5 ads](#)
- [General information for creatives with video/audio contents](#)